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## Raycom Takes Stake In My Tupelo, Expands Sports Lineup

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Raycom Media, the station group with a college sports syndication operation, is going into business with Michael Yudin, a producer who launched Carat's branded entertainment group in 2005.

The arrangement comes as Raycom takes a 50% interest in My Tupelo Entertainment, as part of its acquisition of Tupelo-Honey Productions.

Two years ago, Yudin and Cary Glotzer formed My Tupelo, which produces Spike's "Pros vs. Joes" and Travel Channel's "Ghost Adventures." In his producing and Carat roles, Yudin has sought to integrate brands into content.

The broader Tupelo-Honey, which is led by Glotzer, has multiplatform sports experience and recently produced an online series about NBA rookie Jimmer Fredette. It also has produced the Arena Football League for the NFL Network and had a hand in "David Beckham's Soccer USA," about his first year in the MLS.

Raycom said it will now produce about 300 shows in 2012, including ones for ESPN, NBC Sports Network and Yes. It has a longstanding relationship with syndicating ACC sports.

Raycom is looking to "develop more original programming" for its stations, stated Pat LaPlatney, vice president of business development for the company.

It operates 48 stations in 36 markets, including the CBS station in Cleveland.